

In Gwinnett County Public Schools, our strategic plan, our Blueprint for the Future, represents a commitment to supporting the diverse needs of each and every student so that they are successful during their time in GCPS and prepared for whatever path they choose after they complete their education with us. In order to promote the strategic plan and showcase tangible instances of district strategic priorities, GCPSs Engagement Office initiated a messaging campaign called Blueprint in Action. The campaign celebrates alignment between our strategic plan and the work being done in our schools. For the 2024-25 school year, the Blueprint in Action campaign focused on prioritizing communications around four implementation areas: College and Career Readiness; Each and Every Student; Literacy Proficiency; and Safe and Welcoming Schools. Each of these implementation areas became a focus for a specific quarter. College and Career Readiness, for example, was the districts messaging priority for the first quarter of the academic year. This series conveys key district messaging to targeted audiences including parents, new and veteran teachers, staff, and members of the Board. When a new staff member joins a particular school or the district at large, for example, these videos are a helpful tool for communicating varied ways that schools are achieving student success. These videos are being used to support broader district-wide programming around the four implementation areas. The videos are shared across social media platforms and also embedded on district webpages dedicated to storytelling around the quarterly themes. Because the videos are short, they are excellent for programming on our GCPS TV channel which broadcasts to all of the districts 140+ schools, thus exposing students, teachers, and families in any school, to great work happening down the road at another. Finally, the videos are used to support program development. A video about Work-Based Learning, for example, produced for the College and Career Readiness quarterly focus, led to a stronger relationship between the district and the internship-hosting business partner featured in the video. The student featured in the video earned more public speaking opportunities. And the video itself became part of a successful pitch package for various grants or professional development opportunities for students.